

A video content transmitting system is provided in which a video content transmitting server among a plurality of servers is automatically determined as to which server can establish a network bandwidth of each of all routes for video content transmission to a proper address of a video content play terminal by using a network protocol usable by the terminal. Information of a network protocol and a network route bandwidth used between the server and terminal is stored at a protocol information manager and a bandwidth information manager. In response to a video content transmission request from a terminal, bandwidths necessary for the routes to the terminal are established and video contents are transmitted by using the network protocol usable by the terminal.